



- Unprecedented insight into the role of innovative pattern-cutting in contemporary fashion design
- Written by a professor at the world-renowned art and design college Central Saint Martins, and developed in collaboration with the fashion programme there
- Includes over 200 illustrations, including key dress designs, photo-collages, innovative pattern-cuttings, pencil drawings and installation views

**Exploding Fashion** examines the impact of innovative pattern-cutting in several key examples of 20th century fashion design. With over 200 illustrations, it 'explodes' designs by 6 game-changing fashion designers from the world's leading fashion houses, and reverse engineers them in order to understand how they work. Written by a curator and professor at Central Saint Martins, London's premier college of art and design, this is the first comprehensive exploration of how a traditional design process can enter into a dialogue with new concepts, illuminating haute couture and prêt-à-porter methods for a visually-driven digital age.

**Alistair O'Neill** is a writer, curator and professor of Fashion History and Theory at Central Saint Martins (UAL). He is a member of the UAL Photography and the Archive Research Centre and sits on the editorial board of *Fashion Theory*. Since the implementation of its contemporary exhibitions program in 2008, he has been working as a curatorial consultant for Somerset House Trust, focusing on its fashion exhibitions. His research interests include 20th-century and contemporary fashion; fashion photography in relation to visual culture; fashion curation and histories of display; London as a centre for fashion cultures.

